Selecting a Journey to Map – Guidelines to Consider

A successful journey mapping initiative requires deliberate thought as to which journey to map, whether an end-to-end experience or a specific journey. Below are some considerations for this critical decision.

Some clients prefer to start with selecting the customer, whereas others find it more intuitive to begin with selecting the specific journey (if you prefer to start with the customer, see “Select a Customer to Map – Guidelines to Consider”).

| **Category** | **End-to-End Experience** | **Specific Journey** |
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| **Description:** | An end-to-end experience map typically uses a buyer model to map customers’ experience from awareness through purchase and ongoing loyalty. As such, it is at a higher level of abstraction than a specific journey map. This makes it a strong input to a long-term strategy. | A specific journey map dives more deeply into one phase of the customer experience, such as pre-sales, product usage, or renewal. As such, it is typically more detailed. This makes it a strong input to a shorter-term initiative more linked to immediate ROI. |
| **Good for:** | * Input to a new customer experience (CX) capability * Discovering the overall moments of truth for creating loyalty * Understanding a new customer type (such as a new generation or geography) | * Identifying why customer losses occur in a specific phase of the experience * Innovating against specific customer needs * Adding a new product or service line * When your Voice of the Customer points to loyalty issues with a specific segment of the end-to-end experience |
| **Uses:** | * Establish a Voice of the Customer (VOC) strategy * Create a relationship survey * Engage the overall employee culture in CX * Create a CX roadmap * Begin the process of breaking down silos | * Attacking specific loyalty issues * Creating quick wins * Adding to an existing CX roadmap * More thoroughly breaking down silos through customer-focused change |
| **Considerations** | * Often surfaces issues which require deeper research and analysis * Typically requires C-Suite sponsorship * ROI is typically more indirect, since you are at a higher level of abstraction * To avoid “boiling the ocean,” you should only do an end-to-end experience map for a specific subset of customers | * Does not address the entire customer experience * Requires a sponsor who can drive action through the entire selected journey * Requires more active participation from teams responsible for the touch points in the journey, as well as the ability to take action on the results |
| **Examples** | * Top 10 Home Builders: Building a new development experience * Be The Match member experience * Cancer Screening: Physician end-to-end experience | * Meridian Health: Radiology patient journey * YMCA: New member journey * Manufacturer: Employee learning and development experience * ABC Software: Pre-sales journey |

**After reviewing the options, document your selected journey to map:**